



VOTE SAFE
CALIFORNIA

A CALIFORNIA SECRETARY OF STATE CAMPAIGN

Vote Safe California Kick-Off Week

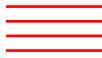
Social Media Partner Toolkit

**CLICK HERE FOR
IMAGE DOWNLOADS**



ALEX PADILLA
California Secretary of State

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INTRODUCTION



Thank you for participating in our Vote Safe California Kick-Off week. In the pages below, we've outlined what we'll be posting this week across our social channels for our Vote Safe California Campaign. We want to be sure every Californian has the information they need to vote come November 3rd and trust in the process. We rely on partners like you to make that possible.

You're welcome to repost our content, or post it organically alongside us. Any support this week will help ensure widespread awareness about our elections, and promote trust in the process and the outcome during these turbulent times. Thank you and please let us know if you have any questions!



DIRECTIONS



- 1.** Click the image in the day's chart to be taken to the Google Drive for that image.
- 2.** Each day has an image file optimized for each platform, you can choose to use the optimized image, or the same image across all platforms.
- 3.** In the day's chart, we drafted text for each post that is optimized for each platform, you can choose to use the optimized text, or the same text across all platforms.
- 4.** Post the content (image and text) across each platform on its designated day.
- 5.** Alternatively, the Secretary of State's Office will be posting these daily as well, so you can repost the content from our account (handles below).



@CASOSvote



@californiasos_



www.facebook/CaliforniaSOS

MONDAY, JULY 27 - E-99



GIF or PNG Available

[\[Download Here\]](#)

Instagram

Today we kick off the #electiondaycountdown with #VoteSafeCA! 99 days until #November3rd!

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This year, all Californians will receive their ballot by mail so they can avoid the polls and stay safe! Vote-by-mail is safe, secure and so easy. Visit the link in our bio to learn more, update your registration, and get prepared to make your vote count this November.



[\[Download Here\]](#)

Twitter

Today we kick off the #electiondaycountdown with #VoteSafeCA! 99 days until #November3rd! This year, all Californians will receive their ballot by mail so they can avoid the polls & stay safe! Vote-by-mail is safe, secure and so easy. Visit vote.ca.gov for more info!



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Facebook

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TUESDAY, JULY 28 - BE PREPARED



Instagram

Ahead of the #November3rd General Election, every registered voter in California will be sent a vote-by-mail ballot with a prepaid postage return envelope. Check your voter status at VoterStatus.sos.ca.gov and make sure you're ready to #VoteSafeCA #VoteCalifornia (Link in bio)

[\[Download Here\]](#)



Twitter

Ahead of the #November3rd General Election, every registered voter in California will be sent a vote-by-mail ballot with a prepaid postage return envelope. Check your voter status at VoterStatus.sos.ca.gov and make sure you're ready to #VoteSafeCA #VoteCalifornia

[\[Download Here\]](#)



Facebook

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[\[Download Here\]](#)

WEDNESDAY, JULY 29 - VOTE EARLY



Instagram

This November keep voting locations safe for voters and election workers!

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You can skip the line by turning in your completed vote-by-mail ballot, vote early at an early voting location, & follow safety procedures. Learn more at Vote.ca.gov #VoteSafeCA #VoteCalifornia (Link in bio)

[\[Download Here\]](#)



Twitter

This November keep voting locations safe for voters and election workers! You can skip the line by turning in your completed vote-by-mail ballot, vote early at an early voting location, & follow safety procedures. Learn more at Vote.ca.gov #VoteSafeCA #VoteCalifornia

[\[Download Here\]](#)



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[\[Download Here\]](#)

THURSDAY, JULY 30 - VOTE BY MAIL



Instagram

All registered California voters will be sent a vote-by-mail ballot with a prepaid postage return envelope for the #November3rd election. Make sure you're ready to #VoteSafeCA. Update your registration today at RegisterToVote.ca.gov #VoteCalifornia (Link in bio)

[\[Download Here\]](#)



Twitter

All registered California voters will be sent a vote-by-mail ballot with a prepaid postage return envelope for the #November3rd election. Make sure you're ready to #VoteSafeCA. Update your registration today at RegisterToVote.ca.gov #VoteCalifornia

[\[Download Here\]](#)



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[\[Download Here\]](#)

FRIDAY, JULY 31 - ELECTION SECURITY



[\[Download Here\]](#)

Instagram

The CA Office of Election Cybersecurity is working around the clock to keep your vote safe - so you don't have to worry!

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The CA Secretary of State's Office of Election Cybersecurity is a non-partisan government arm dedicated to ensuring your vote is safe. Vote #November3rd knowing your vote is secure #VoteSafeCA



[\[Download Here\]](#)

Twitter

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[\[Download Here\]](#)

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Vote #November3rd knowing your vote is secure #VoteSafeCA